

JR GLOBAL EVENTS

MAKING A WORLD OF DIFFERENCE

Tradeshows are the most cost effective and efficient way for suppliers to find new customers, showcase new prod ucts, and speed-up the selling cycle. Making sure that your tactical execution matches your business goals is critical to make sure the "right buyers" visit your trade show or convention booth and to contain costs.

JR Global Events takes a strategic approach to our man agement process. We truly believe that all aspects of the exhibit management process are the key to a successful show. Our consistency, excellence and strategic think ing are the key components in meeting our client's goals and objectives within every program we manage.

An important piece of any tradeshow marketing cam paign is the "Second Show" -any opportunity to engage your clients outside of show floor hours and other scheduled conference activities. Managing the logistics of those private events is another added layer to the exhibitor's already full plate but a necessary part of networking and developing new relationships. JR Global Events specializes in managing the logistics of those events for the exhibitor and coordinate non-conference client events within show and conference requirements.

TOP 5 REASONS

YOU SHOULD ENGAGE AN EXHIBIT MANAGEMENT PARTNER

5. YOU'VE NEVER ATTENDED A TRADESHOW AS AN EXHIBITOR BEFORE
4. YOU'VE BEEN AN EXHIBITOR BEFORE BUT WEREN'T PLEASED WITH YOUR RESULTS
3. YOU'VE SPENT COUNTLESS HOURS SIFTING THROUGH ORDER FORMS RATHER THAN RESEARCHING ATTENDEES AS POTENTIAL CLIENTS
2. YOU'VE MISSED OUT ON KEY NETWORKING OPPORTUNITIES WHILE SPENDING TIME ONSITE TRYING TO TRACK DOWN SHIP MENTS OF PROMOTIONAL PRODUCTS
1. YOU'VE HAD TO FOCUS ON THE DETAILS OF THE SETUP, LOGISTICS AND OVERALL MANAGEMENT OF YOUR BOOTH, MISSING YOUR SALES TEAM'S PRIMARY RESPONSIBILITY

AT A TRADE SHOW:

CREATE RELATIONSHIPS AND GAIN NEW CLIENTS!

For more information please contact us at **info@jrglobalevents.com** or **215-874-5732** • WWW.JRGLOBALEVENTS.COM

AT A TRADESHOW, YOU CAN SEE MORE MOTIVATED BUYERS IN A FEW HOURS THAN YOU CAN IN A WEEK OF SALES CALLS. LET US HELP YOU.

STRATEGIC PLANNING

- Determine strategic goals and objectives of exhibitor
- Exhibit space negotiation, selection and contracting
- Create memorable pre-show, at-show and post-show promotions
- Incorporating "Second Show" activities
- Comprehensive budget management
- Post-show process improvement and planning

ON-SITE EXHIBIT MANAGEMENT

- Overseeing installation and set up
- Interfacing with labor crew
- Interfacing with show services provider and show management
- Overseeing dismantle and return shipment
- Management of all onsite logistics such as catering, audiovisual, internet, in-booth entertainment, temporary staffing, etc.
- Exhibitor staffing schedule creation and oversight
- Support services and booth maintenance for duration of show

PRE-SHOW LOGISTICS/ SHOW SERVICES

- Coordination with client, exhibit house and on-site services vendors to complete all show paperwork based on identified goal and objectives
- Creating the most efficient and least expensive installation and dismantle plan
- Show manual review, evaluation and organization
- Communication with show management
- Exhibit staff registration
- Exhibit staff housing & travel arrangements
- Booth staffing plan
- Bilingual staffing and translation services as required
- Lead acquisition/retrieval program management
- Promotional opportunities (signs, banners, kiosks, co-sponsorships, etc.)
- Temporary staffing (hostesses, crowd gatherers)
- Completion of Exhibitor Services Kit and on-site services forms to meet discount deadlines

"SECOND SHOW"

Host your clients and leave the planning to the JR Global Events teams. These can include:

- Private hosted receptions or dinners
- Private hosted sporting events
- Press events
- Hospitality suites
- User-group meetings
- Golf outings
- Co-sponsored events
- Gift/amenity distribution
- Pre-Post FAM tours

YOUR EXHIBIT MANAGEMENT PACKAGE INCLUDES:

- MANAGEMENT OF PRE-EXISTING BOOTH UP TO AND INCLUDING A 20X20' STANDARD BOOTH
- COORDINATION WITH CLIENT, EXHIBIT HOUSE AND ON-SITE SERVICES VENDORS TO COMPLETE ALL SHOW PAPERWORK
- CREATING THE MOST EFFICIENT AND LEAST EXPENSIVE INSTALLATION AND DISMANTLE PLAN
- EXHIBIT STAFF REGISTRATION
- COMMUNICATION WITH SHOW
- MANAGEMENT ONSITE BOOTH
- MANAGEMENT INCLUDING: DELIVERY, INSTALLATION, MAINTENANCE, DISASSEMBLY AND SHIPPING
- SHOW MANUAL REVIEW, EVALUATION AND ORGANIZATION

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